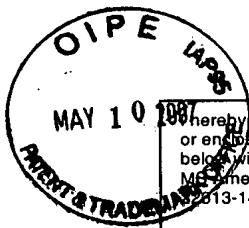


IFW

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AMENDMENT TRANSMITTAL LETTER				Docket No. SONYJP 3.0-871	
Application No. 10/052,962-Conf. #3337		Filing Date January 18, 2002		Examiner M. S. Tinkler	Art Unit 3691
Applicant(s): Chisato Numaoka, Etsuro Sakamoto, Motoyuki Koike, and Takeru Kojima					
Invention: ADVERTISEMENT SPACE AUCTION METHOD, APPARATUS AND STORAGE MEDIUM					
TO THE COMMISSIONER FOR PATENTS					
Transmitted herewith is an amendment in the above-identified application.					
The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	7	- 20 =	0	x 50.00	0.00
Independent Claims	2	- 5 =	0	x 200.00	0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00
<input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity <input type="checkbox"/> No additional fee is required for this amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed. <input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed. <input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached. <input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>12-1095</u> as described below. A duplicate copy of this sheet is enclosed. <input checked="" type="checkbox"/> Credit any overpayment. <input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
<u>Darren M. Simon</u> Dated: <u>May 7, 2007</u> Darren M. Simon Attorney/Agent Reg. No.: 47,946					
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP 600 South Avenue West Westfield, New Jersey 07090 (908) 654-5000					
I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as First Class Mail, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.					
Dated: May 7, 2007 Signature: <u>Darren M. Simon</u> (Darren M. Simon)					



hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below, with sufficient postage as First Class Mail, in an envelope addressed to:
MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA
22313-1450.

Dated: May 7, 2007 Signature: Darren M. Simon
(Darren M. Simon)

Docket No.: SONYJP 3.0-871
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: :
Numaoka et al. :
Application No.: 10/052,962 : Group Art Unit: 3691
Filed: January 18, 2002 : Examiner: M. S. Tinkler
For: ADVERTISEMENT SPACE AUCTION :
METHOD, APPARATUS AND STORAGE :
MEDIUM :
:

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Dear Sir:

In response to the official action mailed January 9, 2007, applicant submits the following amendments and remarks.